

Indonesia

Young cartoonists against plastic

Indonesia is the second largest producer of plastic waste in the world's oceans. Young Indonesian cartoonists draw to engage their peers about pollution and reducing plastic waste.

COUNTRY

Indonésie

DATES OF THE PROJECT

July 2021 – January 2022

ARTISTS INVOLVED

Audrey Ardisa,
Maulana Saputra,
Fikri Izzaldin

PARTICIPANTS

300 young cartoonists
2 public development banks

FUNDING

Fonds Metis,
PT Sarana Multi Infrastruktur
9,300€

PARTNERS

CNN Indonesia

SECTOR AND SDG'S



2nd
LARGEST PLASTIC WASTE
PRODUCER IN OCEANS

300
YOUNG CARTOONISTS INVOLVED,
AND 2 PUBLIC DEVELOPMENT
BANKS

650,000
VIEWS ON INSTAGRAM

OCEANS OF PLASTIC

Ocean pollution caused by plastic waste is a global environmental challenge: 8 million tons of waste are dumped into the oceans each year, 80% of which is plastic. Indonesia, the largest archipelago in the world, located at the crossroads of two oceans, is also the world's second largest contributor of plastic waste to the oceans. It has a crucial role to play in the fight against this ecological disaster, which has severe consequences for the environment and human health.

Since 2017, Indonesian authorities have taken measures, aiming to reduce marine plastic waste by 70% by 2025. However, the scale of the problem requires coordinated action at global, national, and local levels.

COMICS AGAINST PLASTIC POLLUTION

Metis and the Indonesian public development bank PT SMI organized the Young Cartoonist Against Plastic contest. Young Indonesian cartoonists were invited to submit their strips on the theme *"Together Against Plastic."* More than 300 amateur cartoonists participated. Their drawings were widely shared on social media platforms like Twitter and Instagram, where they were viewed by nearly 650,000 people.

Audrey Ardisa, Maulana Saputra, and Fikri Izzaldin stood out for the quality of their drawings, creativity, and powerful messages. Their work was showcased at festivals, including the Angoulême International Comics Festival in France. By directly engaging artists, the initiative elevated them to the status of ambassadors in the fight against plastic pollution, helping spread the message among young Indonesians.

The exhibition of their drawings at prestigious events also served as a professional springboard for these young cartoonists.

This project is one of three addressing plastic waste issues, taking place in India, Indonesia, and Mauritius. The artists involved in all three projects exchanged ideas and shared their experiences.

THEY SHARE THEIR EXPERIENCE

"When it comes to fighting plastic or any form of activism, it's important to combine emotion with facts. I can convey a lot through my comics."

AUDREY ARDISA, CARTOONIST.

"Some may wonder why two public development banks are organizing a comic contest. The answer is simple: we believe that banks have a key role to play in solving the challenges our planet and oceans face. But to address issues like plastic waste, we need to 'reach' people, and what better way to do it than through art?"

EMMANUEL BAUDRAN, DIRECTOR OF AFD INDONESIA